GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:7433
ANSWERED ON:22.05.2012
COMMEMORATION OF SHAHEEDI DIWAS
Saroj Shri Tufani

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government commemorates birth anniversaries of freedom fighters, prominent leaders etc. by way of organizing programmes on TV/All India Radio and issuing advertisements in the print and the electronic media;

(b) if so, the details thereof;

(c) the details of programmes organized and advertisements issued by the Ministry on the occasion of `Shaheedi Diwas` on 23 January, 2012; and

(d) the details of the expenditure incurred on each programme and advertisements?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M.JATUA)

(a) Yes, Sir.

(b) to (d): It is mentioned that `Shaheedi Diwas` is celebrated on 23rd March every year. However, the birth anniversary of Netaji Subhash Chandra Bose is celebrated on 23rd January every year.

The details of programmes telecast by Doordarshan on birth and death anniversaries of prominent freedom fighters and leaders from January, 2012 to March, 2012 are at Annexure.

All India Radio also broadcast programmes on 23rd January, 2012 to commemorate the birth anniversary of Netaji Subhash Chandra Bose. However, no advertisements were issued by AIR in commemorating `Shaheedi Diwas`.

DAVP, M/o I&B issued advertisement on the occasion of Shaheedi Diwas on 23rd March, 2012 and Rs.3.15 crore expenditure was committed on the same. Advertisement was also issued on the birth anniversary of Netaji Subhash Chandra Bose on 23rd January, 2012 and the expenditure committed was Rs.29.97 lakhs.